Claims

What is claimed is:

1.   A method for routing media comprising:

receiving a request for media;

5   determining a program in which the requested media is identified;

creating a presentation having a presentation identification based on the program;

generating a reservation comprising a reservation identification and the presentation;

10   generating a play script comprising the reservation identification and at least one media identification for the requested media;

receiving the reservation, the reservation identification, and the media identification at a routing processor;

validating at the routing processor the reservation identification with the

15   reservation and determining a media switch configured to stream the media identified by the media identification;

generating an address for the media switch upon validating the reservation identification and determining the media switch; and

streaming the media identified by the media identification from the media

20   switch upon a session being initiated at the address.